



**WCFC Meeting
February 10, 2010
Puget Sound Energy
Olympia, WA**

Members present: Barbara Hollenbeck, Joe Scorcio, Sandy Salisbury, Sarah Foster, Jim Freed, Mark Kahley, Jim Flott, Terry Flatley, Scott Thomas, Brian Cramer, Rich Baker and Ara Erickson

Members absent: Kathy Wolf, Jeff Beckwith, Kelly Punteney, Barry Johnson, and David Nelson

Guests: Ian Scott, Micki McNaughton, Linden Mead, Tina Melton, Chuck Turley, Joe Shramek, Aaron Toso, Janet Pierce, Rodney Thurman, Stacey Ray, Mark Foutch, Joseph Roush, and Vicki Lee

Action Items:

- **Contact Sarah for more copies of “Tree Protection on Construction and Development Sites”**
- **Send photos to Linden, Sarah, or Janet to be posted on Flickr**
- **Send any ideas for TreeLink to Linden**
- **Council members send information and ideas to Aaron Toso**
- **Call Barbara for assistance on NUCFAC proposals**
- **Call Sarah if you want to volunteer to help review grants in April**
- **Contact Linden if you want to volunteer to attend a TSUSA event**
- **Tree Topping Campaign moved to August agenda**
- **Strategic Plan review was moved to May agenda**
- **Sarah will e-mail current copy of Strategic Plan to Council members**
- **Sandy will send out a request for new Legislative Chair.**
- **Sarah will update Council Roster and post members of both committees**
- **Outreach Committee will check into a shared hub**

Meeting was called to order at 9:00 a.m.

Welcome and Introductions – Chair

Joe welcomed everyone; introductions were made around the table.

Agenda and November 2009 Minutes Review – Vice-Chair/All

The agenda was reviewed; some changes were made and approved. Minutes from November were approved as presented.

State Forester, Chuck Turley

Chuck reviewed the past year at DNR, and how it has impacted the Agency. He talked about the transition that took place, including the new Commissioner and Executive staff. Urban & Community Forestry (U&CF) was not highly prioritized; fire took precedent. Budget challenges were the most severe to date. Funding through the state budget and revenue from commodity sales are both under pressure; therefore the Agency is pressured as a result. The Agency reduced personnel by ten percent over the last year, and priority has been given to fire management, public safety, and revenue generating programs. In the last three months timber sales have been rebounding, however the general fund is still challenged and will be for two or three years. In the President’s budget most State and Private Forestry programs have no significant changes. The bright spot is nationally, U&CF has an extra 100 million dollars; Barbara will

1 update. Chuck expressed his support, and encouraged the Council to keep moving forward. The DNR's
2 strategic planning process is ongoing; right now it is going through a public review. Chuck encourages
3 the Council to read the document online, and take the survey, and leave comments on the DNR webpage.
4

5 The \$475,000 reduction out of the general fund prevented the Evergreen Communities Act (ECA)
6 implementation from going forward. This resulted in a need to prioritize program delivery. Joe
7 acknowledged Sarah, Linden and Micki for the work they have accomplished to date. He also
8 acknowledged the progress in the number of Tree City USA (TCUSA) and Firewise Communities USA.
9 While forward momentum has been lost as far as ECA, there are still a lot of activity and U&CF
10 channels are valuably important in helping people understand forestry in a broader context.
11

12 Chuck explained one of the requirements put upon the states is that we prepare a statewide resource
13 assessment; and develop a strategy on how to protect those resources. This is due from the state forester
14 to the Regional Forester, Mary Wagner in June. Chuck will have Aaron Everett, the Project Manager
15 share the draft with the Council at the May meeting. Jim Flott, Terry Flatley, and Barbara Hollenbeck
16 have been designated to help Aaron.
17

18 Sarah advised that the U&CF has been integrated into several areas, and will include a separate
19 explanatory chapter. The ECA was expected to provide data for the assessment, population growth trends,
20 canopy information by the NW USFS, and TCUSA will be used to develop the U&CF piece of
21 assessment.
22

23 Chuck stated the purpose is to show the decision makers in Washington, DC how resources are being
24 applied to programs. He recently visited DC and met Jay Jenson, who is the Deputy Under Secretary of
25 Agriculture.
26

27 Barbara added that Jay Jenson most recently the Executive Director of the Western Forestry Leadership
28 Coalition, which looked at planning, urban forestry, stewardship, the pacific island territory for the
29 western United States.
30

31 This is the first time the whole picture is being reviewed as a whole to find where programs are successful
32 and how they interconnect, by finding relationships and successes with statewide U&CF rather than
33 within other state-level programs.
34
35

36 **Questions and Discussion with Chuck**

37 Joe commented that the Council has been communicative in issues that intersect with Council interests.
38 He asked for assurance that there continues to be open door. **Answer:** Yes, through Sarah, Joe Shramek
39 or directly to Chuck. He can't promise action in direction the Council requests but will listen and will get
40 a hearing with the Commissioner. He reiterated the Commissioner's prioritization is based on three
41 guiding principles, and that all decisions are based on sustainability, sound science, and benefit to public.
42

43 Barbara pointed out there is an increasing focus on urban populations at the national level. The current
44 administration recognizes the U&CF program.
45

46 One of Chuck's expectations of the Council is to look at what we will do in the coming year with the
47 resources that already exist.
48

49 Sarah shared that urban forestry is in a unique situation compared to many other programs as we don't
50 have a budget issue now. U&CF program has funding available to communities through USFS funds
51 allocated for grants, in the amount of \$300,000. Main focus will be inventory projects and management
52 planning. This will help continue to move the intent of ECA forward. These grants require no match,
53 however, those showing match will receive extra consideration. Applications are due early part of April.
54

55 Joe emphasized there are deadlines in ECA that sunset if the Legislature doesn't extend them. The danger
56 is we have to make sure they don't rescind any parts of ECA; but push the deliverable deadline forward to
57 keep the act alive.

1
2 Chuck commented that the Legislative priorities for next year will be set just after the current session.
3

4 **DNR Communications and UCF Outreach – Aaron Toso and Janet Pearce**

5 Aaron talked about what DNR has done to outreach U&CF. He mentioned the tools they have been using
6 for connecting to the public and getting the messages out. They initiated a Blog using all the social
7 networking sites, Twitter, Facebook, and U-tube. DNR puts out radio scripts and bi-weekly columns to
8 newspapers across the state. Last year sent out a field note from Chuck Turley about tree topping. Janet is
9 the communication lead for U&CF and fire prevention. She will start coming to urban meetings. Arbor
10 Day will be a big focus with the Commissioner and hopefully the Governor being involved. We post
11 photos on our Flickr site. If you have photos to post, send your photos to Linden, Sarah or Janet.
12 Communications' will still do press releases.
13

14 How can the Council interact with the social media? **Answer:** Tree Link is a great avenue. We use parts
15 of it as an individual blog post. Linden is always looking for content.
16

17 Sarah talked about the Technology Transfer grant; DNR will be working with Oregon, Alaska and Idaho
18 to create videos and other educational content on a whole series of topics that will be posted online.
19

20 Community outreach wants three focus messages. Once identified, what channel should we go through?
21 **Answer:** Identify objectives and messages to identify media tool to use. Media will translate for outreach.
22

23 The Communications Section has mapped out a plan for Arbor Day and is planning for increased
24 outreach.
25

26 Jim Freed suggested partnering with the Stewardship Forestry Program, they send out mailings, and that
27 would be another good outreach source. Jim offered assistance with this.
28

29 Jim Freed is putting on a Forest Expo with Green River Community College (GRCC) this Saturday. They
30 sent out 17,000 mailings to families that live within 60 miles of the college. They will coach the urban
31 audience that own land in other places. He has lists. They are going to target 220,000 families that own
32 five acres or more, and 100,000 families who own two in a half to five acres, with a mailing. Get there e-
33 mails and find out how they want information from us. This could be shared. DNR could craft a message
34 to everyone on Jim's list that says if you would like to be involved in Facebook, Twitter, or Blogging
35 with DNR, click here.
36
37

38 It was suggested to have a message go out with the Forest Fire Protection Assessment forms, or the
39 refund checks. DNR processes refunds for all counties in the state, so has access to addresses and acreage.
40

41 Aaron encouraged the Council to send him ideas and information.
42

43 Corporate foundations are a good source to tap into. The RCW states we can accept donations. WA Arbor
44 Day Program is a vehicle for accepting donations.
45

46 **Update on Federal Activities, Programs and Funding – Barbara**

47 For the last twenty years the USFS has had a National Competitive Grant Program. The entity that
48 collects the applications is called the National Urban and Community Forestry Advisory Council
49 (NUCFAC). The Western Competitive Grant Program was developed for the western states. Washington
50 State has been very successful in getting these grants. Barbara gave a quick synopsis on the federal budget
51 101. The 2011 Presidential budget for U&CF has increased to two million dollars, and points to specific
52 goals: 1) Tree planting in relation to climate change, and 2) How trees can be planted in the cities, and
53 how to measure that. King County put in an interesting proposal last year and the grant has been awarded,
54 and the project is under way. They are proposing that at the interface between the more rural lands and
55 urban lands, that people who want to cut down their trees be incentivized to keep their trees. So they are
56 going to come up with a carbon calculator, that you put information into about the trees and get a tax

1 credit back. King County has partnered with the National Wildlife Federation, and they are going to move
2 this into their Backyard Habitat Program; and take it national.
3

4 The announcement for the National U&CF Assistant Director of the USFS is now open. The Obama
5 administration is interested in urban areas. NUCFAC proposals and themes are not out yet, but if you see
6 a theme you think you might want to apply for call Barbara for assistance.
7

8 **Urban & Community Forestry Program Update – Sarah**

9 The UCF program is very busy this spring. For the grant program this year we are going to do two
10 separate pots of money, one will be \$10,000 maximum grants for community forestry assistance grants;
11 there is approximately \$200,000 available. The other pot will be \$30,000 limit for urban initiative grants;
12 these will be for communities over 50,000 in population. There are clear timelines, a one year limit; and
13 no extensions will be available. Sarah would like to have at least one Council involved in grant review in
14 April (approximately two days), if you want to volunteer call Sarah.
15

16 There are 74 Tree Cities this year; the new Tree Cities are Marysville, Fife, Dupont, and Sea Tac.
17 Winthrop is the only community that did not recertify this year. Council members are encouraged to
18 participate in Tree City USA celebrations; if you want to volunteer to attend one of the events, contact
19 Linden. Arbor Day at the Capitol Campus this year, we are hoping the Governor will attend.
20

21 We are starting to plan for U&CF month (October) to recognize the fallen officers in Pierce County.
22 This summer both Sarah and Linden will participate in wildland firefighting efforts. Linden will be
23 working in dispatch and/or ordering. Sarah will be on Incident Management Team #1 as a trainee for
24 Public Information Officer. The PNW ISA Board is expanding outreach and working with allied
25 professionals to expand the U&CF message.
26

27 Sarah passed around a guide book *Tree Protection on Construction and Development Sites; A Best*
28 *Management Practices Guidebook for the Pacific Northwest*. This booklet was produced as part of a
29 Western Competitive Grant that Washington and Oregon received. More will be printed, so if you need
30 more contact Sarah.
31

32 **Finalize Locations for 2010 Meetings – Chair/All**

33 Four meeting locations were proposed; a motion was made to accept the locations, with Kirkland
34 confirmed as the November location. Jim Freed seconded, motion passed.

35 February 10	Olympia
36 May 12	Tri Cities (Brian will host)
37 August 11	Spokane (Jim Flott will host)
38 November 17	Kirkland/Renton (Terry will host)

39 There was a discussion about the ability for a conference call. **Answer:** Yes.
40

41 **Election for 2010 Officers - All**

42 Joe was nominated as Council Chair and Terry Flatley as Vice-Chair in the November meeting. Mark
43 made a motion to accept the nominations, Jim Freed seconded, motion passed. Congratulations!
44

45 **Award Presentation – Award Committee**

46 Joe introduced Joe Roush, Stacey Ray, and Former Mayor Foutch. The Mayor was honored for his
47 extraordinary leadership in U&CF, by stepping it up to a high level, and for his hands-on activities and
48 leadership in the public arena. He spearheaded programs, was present at events, and was integral at
49 placing Legion Way trees on historic registry. The Mayor recognized the “weeping cherry tree” as an
50 historical tree. He established the Jay Butts Friends of Trees Award to honor unique contributions to the
51 Olympia Urban Forestry Program. The Mayor shared some memorable stories, and thanked the DNR and
52 the U&CF for past grants. He will remain committed to keeping the tree program alive in Olympia.
53

54 **Round Table – All**

1 **Joe Scorcio**– Pierce County built into our budget funds for a Forest Management Plan for the Chambers
2 Creek Properties. They will be applying for a Community Forestry Assistance grant to leverage the
3 county funds.
4

5 **Terry Flatley**– Thanks to Ian and the Davey Resource Group Renton completed the Benson Hill Tree
6 Inventory and Assessment. Terry passed around the report. Arbor Day will be on April 24. He presented
7 the U&CF Strategic Plan to the Planning Commission last week and it was well received.
8

9 **Sandy Salisbury** – Working on integrative strategy for climate change statewide.
10

11 **Linden Mead**– Accepting TCUSA applications. She attended the Landscape Conference in Spokane. She
12 has been working on and learning a lot about social media such as Facebook and Twitter.
13

14 **Jim Freed** – WSU has downsized to three districts, and he is responsible for 12 counties. He is working
15 with the Farm Forestry Association in those counties. They are working on insect and disease issues, wild
16 edibles, and the specialty woods market.
17

18 **Micki McNaughton**– Currently working with the Planning Association of the Washington Conference
19 Planning Committee. Urban Forestry has two time slots. She has been working with PNW ISA to update
20 web content.
21

22 **Ian Scott**– Been working on a canopy survey in the City of Anchorage. It will kick off in a couple of
23 weeks and should have the results by the next meeting.
24

25 **Scott Thomas**– Covington is getting ready for Arbor Day. They are working to retain their Urban
26 Forestry staffing. Appreciates the BMP book and will distribute it at WRPA.
27

28 **Rich Baker** – Finished up teaching a pruning class at community college. He is using a nursery holding
29 area at the collage, and it was a good experience for students. Spokane will be hiring a new urban forester
30 soon.
31

32 **Tina Melton** – Hosting today for Jeff. He is expected to be at next meeting.
33

34 **Rod Thurman** – Thanks for the opportunity to sit in on the Council. He is on the Planning Commission
35 of Centralia, and will be assisting the community.
36

37 **Ara Erickson** – Hiring a Forest Assessment Coordinator for i-Tree assessment for Seattle and King
38 County. She is working with Kathy Wolf on stimulus funding.
39

40 **Brian Cramer** – He is on the Mid-Columbia Community Forestry Council. City of Richland now has a
41 street tree ordinance (which is on line). They put together a tree list that is compatible to the area. They
42 are working on a “think before you top campaign”, and trying to get some PSA’s out there. They are
43 using the Home and Garden Show as a platform for urban forestry information.
44

45 **Jim Flott** – PNWISA is very active in education and outreach, especially to allied professions. They
46 supported the Western Competitive Grant. Membership continues to grow. They are considered the
47 leading Chapter of ISA nation-wide and internationally. Jim encouraged the board to pass the word and to
48 encourage local arborists to join.
49

50 **Mark Kahley** – At the University Place Council Meeting, the Public Works Director was talking about
51 the streetscape plan and used the phrase “the right tree in the right place”. So the city has gone from an
52 organization that topped every single street tree to redoing their plan to put “the right tree in the right
53 place”.
54

55 **ECA Re-cap Update – Sarah & Linden** (passed out the ECA handouts)
56 ECA documents are completed. DNR summary report of 16 page technical report. ECA Bulletin has both
57 DNR and Commerce update report (this will be posted to the webpage). Joe reminded Council of their
58 responsibility to raise awareness and continue to move the program forward through advocacy. Sarah

1 mentioned new Arbor Day Foundation TCUSA online reporting will include “additional information”
2 where we can highlight ECA as an upcoming program.
3

4 **Tree Topping Campaign – Linden**

5 Move to August agenda.
6

7 **Re-visit Strategic Plan – All**

8 Put on the May agenda. Need update on our Strategic Plan issue. We will need to review our Strategic
9 Plan against the new DNR Strategic Plan. Sarah will send out a current copy of the Strategic Plan to
10 Council members.
11

12 **Sub-Committee Break Out/Reports – Sub-Committee Chairs**

13 Legislative and Outreach Committees – requested volunteers. Ara volunteered as co-lead with Jim Freed.
14 It was also requested to start the next meeting with break-out for Committees. The meeting will continue
15 to start at 9:00 a.m., with agenda/minutes, and then continue with reports from Committee Chairs,
16 followed by an hour of Committee break-out. The Chair expects the Committee’s to meet in between
17 (monthly) full council meetings. DNR can assist w/conference calls. Sandy will send out request for new
18 Legislative Chair. Sarah will update Council roster and post members of both Committees. There was a
19 request for shared hub – Outreach will research.
20

21 **Meeting Dates and Locations for 2010 – Chair**

22 The May 12, 2010, meeting will be in Richland, Council members are encouraged to plan for Tri-City
23 meeting, flight arrangements and hotel. Council will be notified when location has been determined.
24 Meeting adjourned at 2:30 p.m.